



Teuthill Farm News

'Proud to be local'

We're so proud of our potatoes...we're changing!

We're so proud of our local farm potatoes that we're changing our name to "Cheshire Farm Chips". It's a move welcomed by customers who are keen to promote local produce on their menus.

Research shows that people are increasingly interested in the quality and provenance of food. Diners are on the look out for a 'food experience', with the use of quality local produce high on their agenda. In a recent survey, almost half of consumers said that when eating out they would like to know more about the potatoes they are served and where they come from. For hotels, pubs and restaurants looking to capitalise on this trend, our award winning 'Cheshire Farm Chips' certainly deliver.

"At Teuthill Farm it's always been our philosophy to produce a great tasting local product," says Paul Jackson. "Winning the Food NW award brought the perfect opportunity to promote the regionality of our farm chips. We know that our customers will also benefit from this move."

So when it comes to chips, our customers can now clearly set themselves apart from their competitors with award winning 'Cheshire Farm Chips'.

**How to cope
at Harvest?**

**Just sleep in
your wellies!**



It's that time of year where Paul Jackson is out on his tractor from early morning to late evening bringing in the farms main potato crop.

"This harvest we've been blessed with good weather and a great crop of potatoes", says Paul. "We're now working non-stop to get the main crop in."

Paul was born and raised at the farm and remembers as a boy helping with the main potato harvest. "Farming was in my blood and I loved working with my Dad during the busy harvest."

"As a boy I remember going to bed in my wellingtons so I could be up and ready early to get started the next day," laughs Paul. But Paul's wife Wendy draws the line at that!

Celebrity Spud Lovers!

Glance at the menu in restaurants frequented by the likes of Cheryl Cole, Jude Law or the Beckham's – and potatoes reign supreme. Potatoes are in vogue and unlike pasta or rice, they're naturally fat free.

Many celebrity hotspots have potatoes at the heart of their menus, whether in Shepherd's Pie at 'The Ivy' or fat chips at the latest celebrity hangout 'Lounge 10'.

"In the restaurant business, many styles come and go," says Milke Pollard, Product Development Manager at the farm. "But people will always go back to food that they know and love which is why potatoes are a true winner with chefs and diners."